

# Ad-Essentials At A Glance

## 1. Type Sizes-Display

And extreme width beyond which they should not be used.

10-Point—Up to 2 Columns.

**ABCDEF 18 abcdefghi 25**

12-Point—Up to 3 Columns.

**ABCDE 16 abcdefgh 23**

14-Point—Up to 3 Columns.

**ABCD 14 abcdef 20**

18-Point—Up to 3 Columns.

**ABC 11 abcd 16**

24-Point—Up to 3 Columns.

**AB 8 abc 13**

30-Point—Up to 4 Columns.

**AB 7 ab 10**

36-Point—Up to 5 Columns.

**A 5 ab 8**

42-Point—Up to 6 Columns.

**A 7 ab 5**

48-Point—Up to 7 Columns.

**A 4 a 6**

60-Point—Up to 8 Columns.

**A a 3**

72-Point—Up to 8 Columns.

**Aa 4**

## 2.

1-Point Rule

2-Point Rule

3-Point Rule

4-Point Rule

6-Point Rule

12-Point Rule

SEE REVERSE SIDE

for suggestions on Typography, Engraving, Information and other Advertising Data.

## 3. Reading Type

6-Point Solid

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

6-Point Leaded

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

8-Point Solid

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

8-Point Leaded

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

10-Point Solid

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

10-Point Leaded

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

12-Point Solid

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

12-Point Leaded

Be specific in writing copy; give detailed facts instead of mere glittering generalities. Tell exactly what your proposition will do for the reader.

## 4. Average Number of Words per Square Inch

6 pt. solid 32. Leaded 28

8 pt. solid 24. Leaded 20

10 pt. solid 18. Leaded 16

12 pt. solid 12. Leaded 10

For approximate words in newspaper column inch, multiply these figures by 2½.

## 5. Typewriter Table for Copy

Two lines of your typewriter type will equal one column inch of 12-point newspaper type.

Three lines of your typewriter type will equal one column inch of 10-point newspaper type.

Four lines of your typewriter type will equal one column inch of 8-point newspaper type.

Six lines of your typewriter type will equal one column inch of 6-point newspaper type.

This rule, to work exact, should have the typewriter at 68 spaces, and should figure part lines as lines.

## 6. Pleasing Color Combinations

Light and dark shades of the same color usually make pleasing combinations.

RED with Black, Gray or Blue.

BLUE with Orange, Brown or Golden Yellow.

YELLOW with Blue or Black.

ORANGE with Black or Blue.

GRAY with Red, Maroon or Black.

CREAM with all colors except Gray or Yellow.

GREEN with Violet, Rose Pink or Black.

## 7. Type Styles Most Commonly Used

**Gothic** for bargain or other cheap advertising.

**Cheltenham**—General all round type.

**CASLON** for Dignity

**Cheltenham Italic**

For general purposes.

**Caslon Italic**—For daintiness, feminine appeal

**BODONI**—Refinement


The title of this card is set in Bodoni


**PABST**—Quaintness


## 8. Proof Reading Marks

In Most Common Use


 Take out.

 Transpose letter or words.


 Reverse cut or letter.


 Wrong font of type.


 Capital letter.

 Lower case or small letter.

 Change to bold face.

 Start paragraph here.

 Insert space here.

 Retain crossed out word or letter.

## 9. Standard Printed Matter Sizes

Envelopes

Small ..... 3½ x 6½ in.

Large ..... 4½ x 9½ in.

Post Cards ..... 3¼ x 5½

Letterheads ..... 8½ x 11—7¼ x 8½  
5½ x 8½

Booklets, Folders Catalogs

Practical Sizes and Stock They Will Cut Out of.

3¼ x 6¼ = 26x29

5¼ x 7¾ = 32x44

5¾ x 8¾ = 24x36

6 x 9 = 25x38

6¾ x 10¼ = 28x42

7¾ x 10¾ = 32x44

8¾ x 11½ = 36x48

9 x 12 = 38x50

Number of pages should be multiples of 4—as 8, 12, 16, 20, 24, 28, 32, etc.



## Suggestions for Using Data on Face Side

**T**HE pica rule edge will be found very useful in type measurement as the pica is the printer's standard of measure. A pica or em is  $\frac{1}{6}$  of an inch. When you wish to indicate the width of type matter, measure the width in picas of the space you have lined for solid copy, and mark between two arrows, as here:



The agate rule will be found especially useful for measuring the depth of newspaper and magazine space. An agate line is  $\frac{1}{14}$  of an inch. Magazine copy instead of being marked 10 inches, should be 140 lines.

### Explanation of Data Given on Face Side Under These Numbers

**1** Display Type sizes shown here are in universal use and can be followed for newspaper, magazine or printed matter. The extreme column widths given are for newspaper use. Beyond these widths it is difficult for the eye to read.

**2** These rules make simple but excellent borders, alone, or in combination. For instance, a double 2 point parallel rule border is very effective; so also is a 4 point rule with a 1 point rule directly inside of it. Other pleasing combinations can readily be formed.

**7** Type Styles. Due to limited space the type faces here shown are only the standard faces, representative of certain families of type. There are many variations of each of these styles; Cheltenham, alone, for instance, may be Bold, as in this example, Condensed or Extended, Italic etc. Not all printers or publishers will even have all these types under these same names. For instance, many printers do not carry Pabst type, but they usually have some wavy or rugged faced letter, under one name or another. The safe rule is to give the printer some leeway, as "Use Century or similar style."

**8** These proof reading marks are only those in most common use. Corrections and additions on proofs should always be marked in the margin at the top or side; never written in the main portion of the advertisement itself.

**9** Standard Printed Matter Sizes.

While many other sizes for printed pieces are possible, to avoid wastage of stock, and lead toward standardization for filing, the sizes listed here are recommended.

### Simple Rules of Good Typography

**U**SE simple, easily read type faces. Avoid using all capitals, excepting for occasional contrast. Do not mix type faces. Use one style throughout.

Begin the first paragraphs of solid reading matter with a two line initial, as in the first sentence of these rules.

Always have some margin at the sides.

Break lines by sense, as well as arrangement. For instance, do not say:

We Are Showing New Spring  
Clothes Here.

But rather,

We Are Showing  
New Spring Clothes, Here.

Avoid too frequent use of underscore or italic; reserve these for occasional emphasis.

Submit to the printer, but do not dictate. Give the printer credit for some judgment, seek his suggestions, and work with him.

### Engraving Information

#### Kind of Copy Required

For Zinc Etchings—Black pen and ink drawings or clear black prints. Be sure copy is clean.

For Half Tones—Photographs (preferably retouched) or wash drawings

#### How to Mark Copy for the Engraver

Only mark one final dimensions of a cut and that the essential one; the other dimension will come in proportion as shown below. Always use the terms "wide" and "high" never "long" and "deep." Indicate extreme limits of drawing or photo, and place arrow at each of these.

Mark your dimension desired between, as shown at the bottom of the diagram below.

#### To Find Missing Dimension of a Cut

